



- ☐ Drafts
- ☐ Pending
- ☒ Active
  - ☒ L1: (78823) "725"/\$.ccls. or "348"/\$.ccls.
  - ☒ L2: (1520) 1 and (automatic\$4 near8 tun\$3)
  - ☒ L3: (319) 2 and category
  - ☒ L4: (286) 3 and (tun\$3 near5 channel)
  - ☒ L5: (49) 4 and (broadcast\$3 near5 type)
  - ☒ L6: (20) 5 and extract\$3
  - ☒ L7: (12) 6 and (different near5 broadcast\$3)
  - ☒ L8: (12) 7 and digital
  - ☒ L10: (0) 9 and "service record"
  - ☒ L9: (12) 8 and record
- ☐ Failed
- ☐ Saved
- ☐ Favorites
- ☐ Tagged (4)
- ☐ UDC
- ☐ Queue
- ☐ Trash

# United States Patent

Patent Number: 6,862,394  
Date of Patent: Dec. 14, 1999

(54) SYSTEMS AND METHODS FOR LINKING TELEVISION VIEWERS WITH ADVERTISEMENTS AND BROADCASTERS

(57) Abstract: A system and method for linking television viewers with advertisements and broadcasters. The system includes a database of advertisements and a database of broadcasters. A viewer's television set is connected to a receiver that receives signals from the databases. The receiver identifies the viewer's television set and links it to the appropriate advertisement and broadcaster. The system also includes a method for linking television viewers with advertisements and broadcasters.

(51) Int. Cl. H04N 7/16 (1996)

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(53) Field of Search: 348/552, 348/553, 348/554, 348/555, 348/556, 348/557, 348/558, 348/559, 348/560, 348/561, 348/562, 348/563, 348/564, 348/565, 348/566, 348/567, 348/568, 348/569, 348/570, 348/571, 348/572, 348/573, 348/574, 348/575, 348/576, 348/577, 348/578, 348/579, 348/580, 348/581, 348/582, 348/583, 348/584, 348/585, 348/586, 348/587, 348/588, 348/589, 348/590, 348/591, 348/592, 348/593, 348/594, 348/595, 348/596, 348/597, 348/598, 348/599, 348/600, 348/601, 348/602, 348/603, 348/604, 348/605, 348/606, 348/607, 348/608, 348/609, 348/610, 348/611, 348/612, 348/613, 348/614, 348/615, 348/616, 348/617, 348/618, 348/619, 348/620, 348/621, 348/622, 348/623, 348/624, 348/625, 348/626, 348/627, 348/628, 348/629, 348/630, 348/631, 348/632, 348/633, 348/634, 348/635, 348/636, 348/637, 348/638, 348/639, 348/640, 348/641, 348/642, 348/643, 348/644, 348/645, 348/646, 348/647, 348/648, 348/649, 348/650, 348/651, 348/652, 348/653, 348/654, 348/655, 348/656, 348/657, 348/658, 348/659, 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